Vol. 11 No. 2 SUMMER 2001

AUTHORIZED REPAIR CENTER

Network News

A News Update For Nintendo Authorized Repair Centers℠

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Nintendo News

Nintendo Network News
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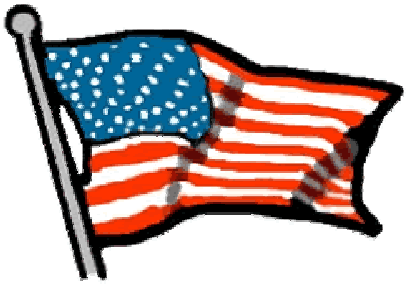

Welcome New Servicers

By Michael Hughes

We have brought on these new Servicers to our Nintendo Authorized Repair Center Network. Please welcome:

Delta Plaza Electronics	Spring, TX
Mid America Service	Crestwood, MO
Nelson Appliance Repair, Inc.	Colorado Springs, CO

NINTENDO GAMECUBE™

By Michael Hughes

On November 5, 2001, Nintendo is launching the Nintendo GameCube that promises to deliver unprecedented graphics, sound and fun. Nintendo is heading in an exciting direction moving from cartridge to 3-inch game discs that hold up to 1.5 gigabytes! That's 190 times more memory than Super Mario 64.

Nintendo recently unveiled the GameCube at E3 last month in Los Angeles. "The response to Nintendo GameCube at E3 was phenomenal," said Peter Main, Executive Vice President, Sales and Marketing, Nintendo of America Inc. With dazzling 3-D gaming environments it was a huge hit at the show and as the photo (next page) shows, there wasn't much elbowroom. Another exciting development was the price; Nintendo is coming in $100 less than our competitor, GameCube will retail for $199.95.

I recently had the opportunity to play GameCube and was overwhelmed with the graphics and sound. After playing GameCube, I'm certain that this will be THE gift to both give and receive this holiday season.

Nintendo at E3

By Luther Smith

Nintendo scored big at this years Electronic Entertainment Expo, E3. The show was held in the Los Angeles Convention Center and was attended by 62,000 retailers, developers, investors, distributors and media representatives from across the U.S. and 100 countries. Nintendo's focus was on what we do best, make the best video games and systems in the industry. Once Nintendo unveiled their Next Generation genre the "Nintendo Difference" was clear and there wasn't a disappointed attendee in the house, except maybe the competition.

Nintendo announced the June 2001 launch of the Game Boy Advance, which debuted with a library of 17. The cache of games is expected to reach 60 in time for the holidays. To add to the excitement, Nintendo announced the November 2001 release of the most cutting edge system to date, the Nintendo GameCube. The crowds were whipped into a frenzy when they were turned loose to experience the difference first hand by playing the systems on interactive stations set up in the display area.

Nintendo's Director of Technical Services, Jon Pederson, returning from the show, said "Of all the E3 shows I've been to, this was definitely the best."

N.E.S.D.A. Convention

By Luther Smith

The National Electronics Service Dealers Association is holding its 2001 National Professional Service Convention July 31-August 4 at the exciting Riviera Hotel in Las Vegas, Nevada. With features like technical training, business management seminars, meetings with manufacturers, and association meetings, the week promises to offer something for everyone. Please be sure to stop by our booth to say "hi" and see what's new on the horizon. We look forward to seeing you in Las Vegas!

Manager's Corner

By Joe Conklin

Let's talk about how to handle those delicate situations with irate customers. This five step program should help you handle the vast majority of cases.

Step one: Let them blow off steam!! No one is rational when they are full of pent-up anger and emotion. Remember they had a lot of travel time to get worked up. Don't take it personally. Two people with emotional involvement is the start of most police calls. Being on COPS is probably not a good way to advertise. Just open a pathway for them to let off the pressure.

Step Two: Show the customer you are on "their side". Let the customer know that you are there to help, not to argue, defend or disagree. Certain phrases help to get the point across- "I am really sorry to hear that, can you tell me exactly what happened" "I can certainly understand your frustration, let me be the one to help you"

Phrases that you should avoid are: "That's strange, it never happened like that before, are you sure that is what happened" "It is not our policy to do anything over the phone, you have to write in or fax or come in personally" Other phrases that can trigger angry conversations are: "Whose fault is this" "Who is really to blame here" "…about your accusations" These sound like they come from a police investigation or a court case, which is not where you want this encounter to end up.

Step Three: Tell your customers exactly what you will do on their behalf. Explain what steps you are going to take for them and why. Make sure that you establish a time frame in which they will hear from you with either the progress or conclusion to the problem. Too often, plans are made and then forgotten which leaves the customer with another reason to be angry.

Step Four: Take fast action!! Get the problem fixed and don't stop there, go the extra mile. Give them a bit more than expected. These are the things that people remember in the long run.

Step Five: Go back to the customer and explain how the problem has been resolved. Make sure that they are fully satisfied, and don't forget to thank them for allowing you to help.

Remembering these steps will go a long way to resolving those problems that never seem to come out right.

Advertising Ideas

By Lynnette Anderson

1. Movies + Popcorn + Mario = A winning combination!

Advertising your service business just prior to movies targeted at kids aged 8-14 and their parents is a great opportunity. The logistics of advertising at local movie theaters vary from city to city. Peak movie-going season (summer, Thanksgiving, Christmas) exposure is very good.
Phone number retention has been shown to be above that of print advertising.
Basically, the program format is: a trivia question is shown for ten seconds, followed by two or three ads for ten seconds each, the answer for ten seconds.
Lengths of contracts vary, as well as pricing, depending on the number of screens on which you are advertised.
There is also a possibility, depending on the policy of your local ad agency, that your ad can stay with a specific motion picture.

2. Local Fairs, Festivals, Mall Shows

Fairs, festivals, and shows are great vehicles where you can gain tremendous exposure and credibility where both parents and their children are easily accessible.
Usually for a moderate fee, you can rent a booth.
The best way to avoid extra costs at these events is to know and follow the rules. Each event is unique and most often they have their own rule book or kit.
Call me, Lynnette, at (800) 447-8373 about how to reserve a Nintendo interactive tabletop display.
Event Training:
Once you have established an event at your local fairs, festival or at a mall show, your entire booth staff needs to be prepared. Most people know how to be a good booth staffer and do just fine for the first 15 minutes. Here are some suggestions...
Booth staff should be rotated every two hours to keep fresh and effective throughout the event. Let your staff know what their responsibilities are, how they are expected to carry out their responsibilities, and what the dress code is.

3. Fast Food Restaurants

Many fast food restaurants sell ad space on their paper place mats. Contact your nearest McDonald's, Burger King, Pizza Hut, or other local fast food restaurant for details.

Manual on Disc

By Michael Hughes

Nintendo has some exciting news that we believe will be welcomed by our Servicers. We have placed all the information contained in our Authorized Repair Center Manual on compact disc. These discs will be sent to you along with installation instructions and our annual Servicer Agreement. I'm sure you'll benefit from this new manual that we are sending to you free of charge. For those of you who do not have a computer available at your location, please continue to utilize your current manual. We will be sending you an updated price list that contains the Game Boy Advance part numbers and price. Please replace the older price list with the updated version in your Guidelines Manual.

Enclosures

By Renee Pfankuche

We have included some additional materials with your newsletter. We hope they are useful to you.

First of all, is the new Game Boy® Advance Color Reference Chart. This laminated guide goes in the front pocket of your manual. It shows you the colors of this new Game Boy as well as the part numbers. The reverse side of the guide has a diagram of the Game Boy Advance AC Adapter and the Power Connect Unit with some useful information about them.

Also included is our new Customer Services brochure. This brochure is available to you at no charge. This new brochure replaces the Busted System brochure, which you are all very familiar with.

The Game Boy® Advance and Nintendo GameCube™ brochures are included to show you some of the exciting features of these new systems.

Also, there are a few pages of Pokémon stickers for you to distribute to your customers or keep for yourself!

The History of Nintendo Part 3

If you'd like to learn more about our fascinating company, here is the third chapter of our four part series chronicling important events that highlight Nintendo's history.

- 1987 Sponsored a Family Computer "Golf Tournament" as a communications test using the public telephone network and Disk Faxes to aid in building a FamilyComputer network. The NES achieved the status as the #1 selling toy in American and The Legend of Zelda became the first new generation home video game to exceed sales of one million units.
- 1988 Nintendo of America Inc. published the first issue of Nintendo Power magazine in July. Researched and developed the Hands Free controller, making the NES accessible to many more Nintendo fans. The game library for the NES grew to 65 titles, helping to broaden the demographics to include more adults.
- 1989 Released "The Adventure of Link," sequel to the top-selling game "The Legendof Zelda" in the U.S. Started "World of Nintendo" displays in U.S. to help market Nintendo products. Studies show that children are as familiar with "Mario" as they are with Mickey Mouse and Bugs Bunny! Introduced Game Boy, the first portable, hand-held game system with interchangeable game paks. Nintendo Power magazine became the largest paid-subscription publication in its age category.
- 1990 Nintendo Power Fest featuring the Nintendo World Championships tours the country. Japan enters the 16-bit market by releasing the Super Famicom in the fall.
- 1991 Nintendo introduces World Class Service Center locations across the U.S. The16-bit Super Nintendo Entertainment System (Super NES), along with "Super Mario World," is released in the U.S.
- 1992 The Super NES Super Scope and Mario Paint with the Super NES Mouse Accessory were released. The long-awaited "Zelda" sequel, "The Legend of Zelda: A Link to the Past," arrived for the Super NES. Nintendo of America Inc. developed portable Fun Centers to assist the Starlight Foundation in bringing happiness to hospitalized children by allowing them to enjoy their favorite video games during hospital stays.
- 1993 Nintendo announces the advent of the Super FX Chip, breakthrough technology for home video systems. The first game using the Super FX Chip, "Star Fox," is released in April.

From the Kitchen of...

Luther Smith

Sesame Chicken

Instructions: Mix soy sauce and sesame oil. Peel and grate in fresh ginger root. Pour in chicken wingettes and marinate over night. Drain most of the marinade then pour potato starch (flour) over the marinated chicken. Now it's time to get messy. Using your hands mix the chicken and potato starch until all pieces are thoroughly covered. If the mixture is too dry add a little of the marinade. Deep fry until done or until it turns a deep rich brown.

Ingredient	*Quantity*	*Comments*
Chicken Wingettes	1-1/2bags	thaw, if frozen
Soy Sauce	32 oz	enough to cover
Sesame Oil	1/4 cup	to taste
Ginger Root	6-8 oz	to taste, peeled & grated
Cooking Oil	1 qt	enough to deep fry chicken
Potato Starch (Flour)	1 box	1 bag per box

Nintendo News

Nintendo on the forefront of next-gen gaming
Tech TV, May 18, 2001
Nintendo GameCube launches November 5 and word on the E3 floor says GameCube will make a huge splash with consumers. Launch title "Luigi's Mansion" will leave game fans "drooling." "Pikmin," "Super Smash Bros. Melee," "Starfox Adventures: Dino Planet," and other fantastic games will thrill fans. Nintendo is on the forefront of the next generation of gaming and will make the next year a great one for game players everywhere.

Sales Advanced
Dailynews.yahoo.com
Nintendo has broken new ground with Game Boy Advance, selling 500,000 units in one week which makes the unit the fastest-selling game system--ever. The company has begun shipping additional units to meet demand.